



# Branded Program Training & Export Readiness!

*An opportunity to speak with export veterans*



Presented by: Western U.S. Agricultural Trade Association (WUSATA)  
Sponsored by: Montana Department of Agriculture (MDA)

**I**s your company ready to move into the international market? Or introduce a new product internationally? Are you finding it difficult overcoming trade barriers? If so, the **Branded and Export Readiness Programs are for you!**

## Branded Program Seminar

**A**ttend a **Branded Program Seminar** for only \$40 (including lunch) to learn about a federally funded (Market Access Program) matching funds program for food and agricultural exporters. Eligible participants receive assistance for trade shows, advertising, in-store demo, PR, and other promotional expenses. Even the major domestic trade shows are eligible under this program!

**May 8, 2008**  
303 North Roberts  
PO Box 200201  
Helena, MT 59620-0201

## Export Readiness Consultations

**R**eceive pointers on export program opportunities to promote your products in foreign markets. **Export Readiness Sessions** are tailored to provide participants with expert advice from an industry consultant with years of experience in foreign market development. In addition, you will be introduced to State and Federal export program support liaisons to assist with your information needs. Choose an appointment time below that works for you!

**To participate in Export Readiness you will need to bring business cards, product literature and product samples or packaging, along with specific questions regarding your export objectives.**

- ❖ Attend an individual session focusing on your needs
- ❖ Get answers to your export questions
- ❖ Investigate your strategic export choices
- ❖ Design tactics to fit your strategy and budget
- ❖ Learn about State and Federal export programs

**A**ll sessions are scheduled for two hours and require a registration fee of \$50.00. Participants will receive seminar materials including an **Export Readiness Handbook**.

**Select one 2 hr. slot below on May 7, 2008**  
303 North Roberts  
PO Box 200201  
Helena, MT 59620-0201

## Sign-up today!

*WUSATA prohibits discrimination in its program on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation and marital or family status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the WUSATA Executive Director at (360) 693-3373.*

**To register, complete the form below and fax it to Branded Team 360-693-3464**

Please address any questions to Cassie Egbert at Montana Department of Agriculture, (406) 444-5425, or Shelley Caldwell at WUSATA: 360-693-3373

Company: \_\_\_\_\_ Web site: http://www. \_\_\_\_\_  
Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ Email: \_\_\_\_\_  
Fax: ( \_\_\_\_\_ ) \_\_\_\_\_  
Products: \_\_\_\_\_

Please select the time of day for your ER consultation and whether you attend the Branded Seminar:

### WEDNESDAY, MAY 7:

- ☐ 8:00 – 10:00am ER Consultation
- ☐ 10:00am – noon ER Consultation
- ☐ 1:00 – 3:00pm ER Consultation
- ☐ 3:00 – 5:00pm ER Consultation

### THURSDAY, MAY 8:

- ☐ Branded Seminar (9:00am – 1:00pm)
  - ❖ Space is limited
  - ❖ Check-in begins at 8:30am
  - ❖ Lunch is included

*Due to expected response, Export Readiness sessions are reserved on a first-come first-served basis.*

A payment of \$40 is due for each Branded Seminar participant (includes lunch).

A payment of \$50 (per company) is required to reserve your ER session.

Please make checks payable to WUSATA and send to:

**WUSATA, 4601 NE 77<sup>th</sup> Avenue, Suite 120 Vancouver, WA 98662**